2020 Census

Jeff T. Behler, Regional Director
New York Regional Office
About the U.S. Census Bureau

Largest statistical agency in the U.S.

Leading source of quality data about the nation’s people, places and economy, conducting more than 130 surveys and programs

- Demographic Programs
  - Decennial Census
  - American Community Survey
  - Current Population Survey
  - American Housing Survey

- Economic Programs
  - Economic Census (Years ending in 2 & 7)
  - Census of Governments (Years ending in 2 & 7)
Design for 2020 Census

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond
Conduct a nation-wide communications and partnership campaign
Maximize outreach using traditional and new media
Target ads to specific audiences
Work with trusted sources to inspire participation

Count the Population
Collect data from all households, including group and unique living arrangements
Make it easy for people to respond anytime, anywhere
Encourage people to use the new online response option
Use the most cost-effective strategy to contact and count nonrespondents
Knock on doors only when necessary
Streamline in-field census-taking

Establish Where to Count
Identify all addresses where people could live

Count Everyone Once In the Right Place

Release Census Results
Process and Provide Census Data
Deliver apportionment counts to the President by December 31, 2020
Release counts for redistricting by April 1, 2021
Make it easier for the public to get data

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Looking Ahead to Census 2020

2018
- Partnership Program - Launch of the Partnership Program
- Recruitment Begins (Fall)

2019
- Open Wave 1 Field Offices (Jan – Feb)
- Open Wave 2 Field Offices (Jun – Sep)
- Complete Count Committees - Complete Formation of SCCC/CCCs

2020
- Advertising - Begins in early 2020
- Census Day - April 1, 2020
- Nonresponse Follow-up - Begins in March and continues through July
- Apportionment Counts to the President - December 31, 2020

2021
- Redistricting Counts to the States - By March 31, 2021
MA Area Census Offices (ACOs)
Area Census Office Staffing
Hiring Now through Spring of 2020

**Office Positions**
Hiring Now through Spring of 2019

- Area Census Office Manager
- Census Field Manager
- Administrative Manager
- Information Technology Manager
- Recruiting Manager
- **Office Operations Supervisor***
- Clerical Support***

**Field Positions**

- Recruiting Assistants***
- Census Field Supervisors***
- Enumerators***

* Indicates apply now through 2020 at the below link for our Field Operations

[https://2020census.gov/jobs](https://2020census.gov/jobs)

All other positions must apply on

[www.USAJobs.gov](http://www.USAJobs.gov)
Educating the Public on the 2020 Census

- Your **Trusted Voice** to encourage everyone’s participation

- Your knowledge and insight of the community to reach everyone with the Census Bureau’s messaging
  - The impact of a complete count for their community
  - Every person living in the U.S. is to be counted in the 2020 Census
  - Privacy and Confidentiality of their responses
  - Employment Opportunities

- Census Messaging for the community
  - Help us determine the best message for the community
  - Help us to determine the best vehicle to deliver that message
Responding to the 2020 Census
Data Dissemination Program

- Free Resource to **YOU**
- Opportunities to teach the public how to access our data
  - Data Presentations
  - Data Access Workshops and Training Sessions
  - Webinars
  - Data and Survey Inquiries
- All tools and data available at www.census.gov
  - American FactFinder
  - Census Business Builder
  - My Congressional District
  - OnTheMap
Contact Us

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